

LAMESA COTTON GROWERS, INC.

P.O. Box 1268, Lamesa, TX 79331



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May 31, 2001

Ms. Whitney Rick, Chief, Research and Promotion Staff
Cotton Program, Agricultural Marketing Service, USDA
1400 Independence Avenue, SW, Stop 0224
Washington, DC 20250-0244

Ref: Docket Number (CN-01-002), March 26, 2001, page number 16440 and 16441 of the Federal Register, volume 65

Dear Ms. Rick:

With this letter, the Lamesa Cotton Growers Association registers its support for the Cotton research and Promotion Program as carried out by Cotton Incorporated. Cotton Incorporated is a cotton producer - and cotton importer-funded organization that has had a very positive impact on the consumption of U.S. cotton. Cotton Incorporated has also contributed greatly to research and development that has led to a reduction in the overall cost of cotton production.

Currently, cotton holds a 61.5% share of the total retail market for apparel and home furnishings. Research shows that Cotton Incorporated's Seal of Cotton embodies consumer trust and confidence. "The Fabric of Our Lives," Cotton Incorporated's highly successful advertising campaign, focuses on four important segments of cotton apparel and home fabrics, which include denim, underwear, sheets and corporate casual clothing. Tracking studies show that in 2000, 95% of U.S. consumers saw the commercials an average of 31 times. These studies also show that consumers have had a favorable response to this ad campaign.

Cotton Incorporated's Retail Marketing Department works with apparel industry to increase the Seal of Cotton's visibility by using hang tags, product packaging and store displays. By July 2001, over 10 million Federated Department store cotton garments will bear the Seal of Cotton and another 17 million Seals will be used at Wal-Mart stores.

Cotton Incorporated's Agricultural Research Department acts as the link between cotton growers, gins, textiles mills and the research and extension communities. In 2001, agricultural research and initiatives include production system research, breeding programs to improve yields and fiber characteristics and EASIFLO cottonseed that will open markets for whole cottonseed.

Currently, over 200 companies use Cotton Incorporated's EFS System which offers cotton management and analysis capabilities of cotton fiber, as well as electronic communication to producers, ginner, mills and merchants who use HVI data. During 2000, over 10 million bales were managed by the EFS System's MillNet program.

Over the years, Cotton Incorporated has made great gains in cotton's market share, as well as in research and development. As we move ahead, we look forward to the continued achievements that have become commonplace through Cotton Incorporated's efforts.

Regards,

George Hardberger
President of Lamesa Cotton Growers

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